

**Abstract**Improvements in and relating to data delivery over a cellular radio network

- 5 A broadband digital broadcast network is described in which the cellular topology is dynamically configurable to maintain spectral efficiency. The reconfiguration of the topology occurs in response to changes in the demand for content. Thus, a single cell could be defined to cover an area in which the same content is being delivered to a substantial number of users.
- 10 Conversely, a large number of cells could be defined to cover an area in which a substantial number of users are each having different content delivered to them.

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